

Summary \ actions notes from 5-12-21 "Organic Community Marketing" - presenter contributions from Donna Smith

- **Strategy plan**
 - Add embellishments to brand - beyond logo, banner, tag-line, products\services you offer
 - Mission statement
 - Company Vision
 - Brand voice \ personality
 - More brand clarifications to make
 - What is company trying to do?
 - Who is it trying to help?
 - What does it want to be known for?
 - What does it stand for that nobody else does?
<You want your community and it's growth to support these facts>
 - Identify Community goals and metrics
 - What type of people do you want in your community, and who don't you want? (know your avatar)
 - What is the purpose behind the community?
 - What will you do to keep members engaged?
 - How will you measure success of your brand community?
 - What metrics do you want to track?
 - How will your brand community help with your company goals\identity?
 - Identify right way to connect with your community - involves:
 - The size of your audience
 - How\where your audience prefers to engage
 - Features you need (more below)
 - Your level of tech skill
 - Your budget
 - Types of Communities you can build
 - General site, forum or page related to your business - where you add a community component - but where you are not delivering paid content - instead used for advertising or for sales
 - Any website, can add Community component to it (via plug-in\add-on)
 - Build website with sole-purpose of community
 - Social Media - page or group (your content\built asset)
 - Services like Slack or Moblize - create channels\topics
 - Create own Community app - a unique way to deliver\grow your community

- **Specific community build project ideas\examples**
 - Host a virtual event (training, workshop or summit) and upon entry (paid or free-pass) the entrant can join a Private Facebook Community Group
 - If you have your business website (host\builder) with a popular tool: Wix, Weebly etc - add a Community section to your site; see what plug-ins are available through your tools that support this function
 - Create an online courses site\member access and add in community functionality
 - Podia and 3rd party integration's are supported like Slack Channel or Facebook Group
 - Create a membership site
 - Wordpress.org + a community plug-in
 - Community only function website
 - Free plan of Mightynetworks.com

If you would like additional support or have added questions not covered today on implementation and strategy to get your community live, I'll be happy to talk with you.

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